



Helena Welcomes Nationally Renowned Merchandising Expert **BRUCE BAKER**

Bruce Baker has taught more than 600 workshops over the past 25 years and has provided great insight into the future of small retail, small towns and big stakes. He has a “change or die” approach for survival of small retailers. In his humorous and motivational manner, he gives business owners the tools to thrive in the current economy.

Retailers, join us for these one-of-a-kind marketing and merchandising workshops to create a competitive edge!

Wednesday, September 26

Montana Department of Commerce
5th Floor Conference Room

SESSION 1: 9:00 – 11:00 a.m.

Curb Appeal Reinvented/Marketing and Merchandising

Learn how to pull customers off the sidewalk and into your store. See the good bad and ugly of retail merchandising. Create terrific displays on a tight budget.

SESSION 2: 11:00 – 1:00 p.m.

Sales Techniques/Customer Service

Discover the sales techniques for better customer service. Learn what turns customers “on” and buyers “off”. Identify body language, both customers and yours. Use “edutainment” to make shopping fun!

Cost: \$25.00

Register by calling Julie Jaksha at (406) 533-6780 or e-mail jjaksha@headwatersrcd.org

